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Interaction Foundations

Creative Brief

1 November 2022

Project Title: Cavalier King Charles Spaniel Website

1. Project Overview

The goal of my website is to highlight the specific characteristics of the dog breed, Cavalier King Charles Spaniel. I want the page to be informational; if families are interested in adding a Cavalier to their family, they could go to my page and learn more about the breed, its temperament, and the overall fit of the breed for their family dynamic. I would like to present the dog breed in a positive light, but also highlight the potential concerns that could come with owning a Cavalier.

2. Resources

Images are available at: https://en.wikipedia.org/wiki/Cavalier_King_Charles_Spaniel and more can be found on <https://www.akc.org/dog-breeds/cavalier-king-charles-spaniel/> and Google Images.

3. Audience

Like mentioned above, I want my website to be helpful for potential dog owners who are seeking to learn more information on different dog breeds and whether they fit their family dynamic.

4. Message

I would like to emphasize the positive nature of the dog breed and its family-oriented characteristics that make it a perfect fit for families with young children. It is a great first-time dog owner breed as well, and I want my audience to understand that the Cavalier would be a great choice to consider in that realm.

5. Tone

I want my website to be lighthearted, eye-catching, but informative at the same time. I would love it if both adults and kids could view my site and stay interested in it, so adding elements of playfulness would be ideal.

6. Visual Style

I want to work with a soft pastel color palette, mimicking that of a fun fact website for kids but also very aesthetically pleasing to look at for adults. I think it would be cool to do a style similar to a mood or Pinterest board, with many images organized into categories and working well together.

7. Inspiration

